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### ABSTRACT

To identify factors that caused the majority of students at Los Angeles City College to prefer the traditional lecture-discussion approach to the media approach, questionnaires were administered to students in three courses--three media and two traditional. Over 200 usable questionnaires were returned. Because of scheduling variations and other factors, such as the newness of the Media Center and the related problems of lack of student awareness and necessary "debugging," some study contamination resulted. Nine tables provide the study data. Conclusions resulting from the study are: (1) schedule descriptions clearly need revisions; over half of the students did not know what TBA meant at time of enrollment, and nearly half did not know at the time of completion of the questionnaire; (2) there was little difference in TV viewing habits or hours of employment between students in the two types of classes; (3) only about 1 student in 10 had ever taken a "media" course previously; (4) before taking the course, about one-third of the "media" students and two-thirds of the "traditional" students thought the two approaches were of about equal difficulty; (5) nearly three-quarters of all the students indicated that prior to enrollment, their knowledge of "media" courses was vague or non-existent; (6) major reasons for choosing the "media" class were that it promised to be more interesting with more freedom in choosing hours; reasons for choosing "traditional" class were more conveniently scheduled hours and apparent lack of information about the "media" class; (7) students generally preferred the mode in which enrolled. (DB)

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### LOS ANGELES CITY COLLEGE

"FACTORS AFFECTING STUDENT CHOICES OF INSTRUCTIONAL METHODOLOGIES"

Research Study #73-11

Ben K. Gold Research Office June, 1973



JC 730 135

### "FACTORS AFFECTING STUDENT CHOICES OF INSTRUCTIONAL METHODOLOGIES"

### PURPOSE OF THE STUDY

Three courses (History 13, Political Science 1, and Accounting 1) were scheduled in Spring, 1973 to be taught under a format which required the student to schedule part of his class time at his convenience in the Media Center (or other appropriate place) viewing T V or films, listening to audio tapes, or utilizing other avenues of individualized instruction. Response to these offerings was not as great as anticipated, with enrollments in all three "media-oriented" courses falling below expectations. Instructors of the classes approached the Research Director for assistance in identifying factors which caused the majority of students to prefer the traditional lecture discussion approach to the "media" approach. This study is an outgrowth of those conversations.

### PROCEDURE OF THE STUDY

A brief literature search revealed a study\* which seemed to indicate that students "preferred teacher, rather than student, control of the learning situation," a conclusion which offered no conflict to the low enrollment picture described above.

After additional discussions with the instructors concerned, a questionnaire survey of students enrolled in "media" and in corresponding "traditional" classes was chosen as the vehicle for this study.



<sup>\*</sup> Connolly, John J. and Sepe, Thomas, <u>Do Students Want Individualized Instruction?</u>" ERIC Clearinghouse for Junior Colleges, UCIA, Topical Paper #34, July, 1972.

### PROCEDURE OF THE STUDY (continued)

Accordingly, a questionnaire was prepared, critiqued by the instructors, reviewed and submitted to students in "media" and "traditional"\*\* classes taught by the instructors in question. Completed instruments were analyzed as described in the next section. A copy of the questionnaire is appended to this report. (question #28 is shown as administered to the 3 hour History and Political Science:classes. Hours were adjusted to total 5 instead of 3 for the 5 hour Accounting class).

#### **FINDINGS**

A number of factors make comparisons among the three classes difficult. Most significant of these is that the schedule descriptions differed markedly for all three, as follows:

Accounting 1 listed three courses in traditional 5 hour fashion, then, for the "media" classes, asked the student to select the lecture section (2 hours) and one "discussion" section (2 hours specified, one TBA). No mention was made of the term "media".

History 13 (the equivalent of traditional History 12) asked the student to select a lecture section (one hour) and a discussion group (one hour). The schedule then stated: "This course emphasizes audio-visual learning. The student will spend one hour each week in lecture, one hour in a small discussion section, and one hour at his convenience. viewing history filmstrip at the Library's Media Center."

\*\* no "traditional" Accounting class was available.



#### **FINDINGS**

Political Science 1 listed fifteen "traditional" three hour lecture-discussion sections, then listed, under a new heading "MEDIA-ORIENTED POLITICAL SCIENCE 1," the "media" classes with a statement similar to the one indicated under History 13 above.

These scheduling variations, together with other factors such as the newness of the new Nedia Center (dedicated in April of the semester under consideration) and its related problems of lack of student awareness and necessary "debugging" produced some contamination in the study and should be kept in mind when reading this report.

Over two hundred usable questionnaires were returned to the Research Office for analysis. Table 1 tabulates responses (in number and percent) of the five groups participating in the survey. Tables 2 and 3 show rankings of checked reasons for choices of "media" or "traditional" classes and Tables 4 through 8 indicate, in arbritrary categorization, the write-in "most important" reasons requested in question number 26. Table 9 presents a weighted ranking of choices of instructional modes ad indicated in question #28. These rankings were obtained by a weighing of five for first choice, three for second choice, and one for third choice.



"ABLE 1 - Responses to Media Survey Questionnaire (percents in parentheses)

1. Accounting History 7. No. 7, No. 13 (54.2) 1.0				- A	Z	EDIA CLASSES	SES				TRADITION	M. CL	CLASSES	
No. section   No. selence   Accounting   History   Science   Accounting   History   Science   Accounting   History   Science   No. selence   No. selence   No. selence   No. selence   No. selecce						Polit	ical					S	litical	
No. 5					•	Scie	nce	Acco	ounting	HI	story	Ø	clence	
Question         Response         (N = 78)         (N=24)         (		,		KO.	•	No.	K	No.	74	8	<b>P</b> 2	No.	*	
Your sex: Female 37 (4.74) 7 (29.2) 11 (45.8) 31 (50.8) 19  Your age: 17 2 (2.56) 17 (70.8) 13 (54.2) 30 (49.2) 9  Your age: 18 18 (2.5.1) 1 (4.3) 1 (4.2) 10 (16.7) 15  20 12 (15.4) 4 (17.4) 3 (12.9) 10 (16.7) 12  26-30 26-30 7 (9.0) 2 (8.7) 3 (12.9) 11 (18.3) 4  26-30 7 (9.0) 2 (8.7) 3 (12.9) 11 (18.3) 4  Zeb-30 7 (9.0) 2 (8.7) 3 (12.9) 11 (18.3) 4  Zeb-30 7 (9.0) 2 (8.7) 2 (8.3) 8 (13.3) 14 (13.3) 3  Nhat grade do you think A 18 (24.7) 0 (0.0) 2 (8.3) 8 (13.3) 14 (13.3) 3  Num are earning (as of B 28 (38.4) 8 (34.8) 11 (45.8) 15 (10.0) 3  Then you looked at the Yes 0 (0.0) 0 (0.0) 0 (0.0) 1 (18.9) 7  Class schedule to decide No you find the description of media course attractive?  Madyou find the description of course attractive?  Madyou		Ì	Response		-	2	24)	C	(1=24)	•	=61)	2		
Years See:         17         (72.6)         17         (70.8)         13         (54.2)         30         (49.2)         9           Your age:         17         2         (2.6)         0         (0.0)         0         (0.0)         1         (1.7)         9           Your age:         18         18         (15.4)         4         (17.4)         3         (12.5)         10         (16.7)         5           20-25         21         (26.9)         5         (21.7)         8         (33.3)         14         (23.3)         3           Your are earning (as of B)         2         (3.7)         7         (9.0)         2         (8.7)         2         (8.3)         6         (10.0)         20           What grade do you think         A         18         (24.7)         0         (0.0)         2         (8.3)         6         (10.0)         2           What grade do you think         A         18         (24.7)         0         (0.0)         2         (8.3)         6         (10.0)         2         (8.3)         6         (10.0)         2         (8.3)         6         (10.0)         2         (8.3)         6         (10.0) <th>ri</th> <th></th> <th>Male</th> <th>37</th> <th>_</th> <th></th> <th>(29.2)</th> <th>H</th> <th>(45.8)</th> <th>31</th> <th>20</th> <th>19</th> <th>(63.3)</th> <th></th>	ri		Male	37	_		(29.2)	H	(45.8)	31	20	19	(63.3)	
Your age:         17         2         (2.6)         0         (0.0)         0         (0.0)         1         (1.7)         0           19         12         (15.4)         4         (17.4)         3         (12.5)         10         (16.7)         5           21-25         12         (15.4)         4         (17.4)         3         (20.8)         11         (18.3)         4           22-25         21         (26.9)         5         (21.7)         8         (33.3)         14         (23.3)         3           What grade do you think         A         18         (24.7)         0         (0.0)         2         (8.3)         6         (10.0)         2           you are earning (as of the accriting (as of			Female	7.7	(52.6)		(20.8)	ដ	(54.2)	90	(49.2)	O	(30.0)	
18   18   (4.3)   1 (4.2	7		17	2	( 2.6)	0	(0,0)	0	(0,0)		(, (, )	-	6 0	!
19   12 (15.4)   4 (17.4)   3 (12.5)   10 (16.7)   12     20   21 (15.4)   4 (17.4)   5 (20.8)   11 (18.3)   4     21-25   22 (15.4)   4 (17.4)   5 (20.8)   11 (18.3)   4     26-30   7 (9.0)   2 (8.7)   8 (33.3)   14 (23.3)   3			18	18	(23.1)	-	(4.3)	<b>~</b>	(4.2)	101		'n		
21-25   21 (26.9)   5 (21.7)   8 (33.3)   14 (23.3)   3 (26.30)   12 (26.9)   5 (21.7)   8 (33.3)   14 (23.3)   3 (26.30)   14 (23.3)   3 (26.30)   14 (23.3)   3 (26.30)   14 (23.3)   3 (26.30)   14 (23.3)   3 (26.30)   14 (23.3)   3 (26.30)   14 (23.3)   3 (26.30)   14 (23.3)   2 (26.30)			19	12		4	(17.4)	m	(12.5)	ន		12	(40,0)	
21-25 26-30 26-30 Acer 30 Acer			50	22	(15.4)	4	(17.4)	'n	(20.8)	11		4	(13.3)	
What grade do you think			21-25	21	(56.9)	S	(21.7)	∞	(33.3)	14		m	(10.0)	
What grade do you think A 18 (24.7) 7 (30.4) 5 (20.8) 6 (10.0) 3  What grade do you think A 18 (24.7) 0 (0.0) 2 (8.3) 6 (10.2) 3  you are earning (as of B 28 (38.4) 8 (34.8) 11 (45.8) 17 (28.8) 5  now) in this course? C 22 (30.1) 12 (52.2) 5 (20.8) 25 (42.4) 14			26-30	_	6.6	7	(8.7)	~	(8.3)	∞		ന	(10.0)	
What grade do you think         A         18 (24.7)         0 (0.0)         2 (8.3)         6 (10.2)         3           you are earning (as of above) in this course?         B         28 (38.4)         8 (34.8)         11 (45.8)         17 (28.8)         5           now) in this course?         C         22 (30.1)         12 (52.2)         5 (20.8)         25 (42.4)         14           p         F         0 (0.0)         0 (0.0)         0 (0.0)         1 (1.7)         1           When you looked at the class schedule to decide         No         47 (61.0)         21 (87.5)         8 (33.3)         1 (1.7)         1           which class schedule to decide         No         3 (3.9)         1 (4.2)         2 (8.3)         1 (1.8)         3           vulled that description         27 (35.1)         23 (8.3)         14 (30.3)         44 (80.0)         13           Did you find the description         0 (0.0)         1 (4.2)         2 (8.3)         1 (1.8)         3           Did you find the description         2 (35.1)         2 (35.1)         2 (35.1)         2 (35.1)         13           Did you find the description         0 (0.0)         1 (4.2)         2 (8.3)         1 (1.8)         3           Etion of the "media" lass A little <th></th> <th></th> <th>ver 30</th> <th>9</th> <th>r, U</th> <th></th> <th>(30.4)</th> <th>'n</th> <th>(20.8)</th> <th>9</th> <th></th> <th>ന</th> <th>(10.0)</th> <th></th>			ver 30	9	r, U		(30.4)	'n	(20.8)	9		ന	(10.0)	
What grade do you think         A         18 (24.7)         0 (0.0)         2 (8.3)         6 (10.2)         3           you are earning (as of mow) in this course?         B         28 (38.4)         8 (34.8)         11 (45.8)         17 (28.8)         5           now) in this course?         C         22 (30.1)         12 (52.2)         5 (20.8)         25 (42.4)         14           D         5 (6.8)         3 (13.0)         6 (25.0)         10 (16.9)         7           When you looked at the class to take, did         Yes         47 (61.0)         2 (2.2)         2.37         2.29         2			Mean	~	<b>Q</b>	23		22		20		ส		
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The course cutractive?   CPA Mean   CPA		are	æ	<b>5</b> 8	(38.4)	_	(34.8)	=======================================	(45.8)	17	(28.8)	10	(16.7)	
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GPA Mean   CPA Mean   2.21   2.22   2.37   2.29   2.			<b>A</b> :	<b>'</b>	(8.9)	_	(13.0)	9	(25.0)	2	(16.9)	^	(23.3)	
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which class to take, did No opinion 27 (35.1) 23 (8.3) 14 (50.3) 44 (80.0) 13 you find the description of media course attractive?  Did you find the descrip- Very 0 (0.0) 1 (4.2) 3 (12.5) 2 (3.5) 1 tion of the 'media" class A little 22 (28.2) 13 (54.2) 12 (50.0) 20 (35.1) 11 confusing?  No 56 (71.8) 10 (41.7) 9 (37.5) 35 (61.4) 18	4	When	Yes	47	(61.0)		(87.5)	60	(33.3)	92	(18.2)	13	(44.8)	:
you find the description of media course attractive?  Did you find the descrip- Very  Did you find the descrip- Very  tion of the 'media" class A little  confusing?  No 56 (71.8) 10 (41.7) 9 (37.5) 35 (61.4) 18			ON		3.9)		( <del>4</del> .2)	~;	(8.3)	;	(1.8)	ო	(10.3)	
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Did you find the descrip- Very 0 (0.0) 1 (4.2) 3 (12.5) 2 (3.5) 1 (3 tion of the 'media" class A little 22 (28.2) 13 (54.2) 12 (50.0) 20 (35.1) 11 (36 confusing? No 56 (71.8) 10 (41.7) 9 (37.5) 35 (61.4) 18 (60	į	of media course attractive?												
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000) 07 (4:10) 55 (5:15)			A AITELE	27 98	(28.2)		(54.2) (41.7)		(50.0)	20 32		=======================================	(36.7)	
	!		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1					i	(7:17)	2		9	(0.00)	

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TABLE 1 (continued)

	•				MEDIA	MEDIA CLASSES				TRADITIONAL CLASSES	MAL	CIASSES
					Pol	Political					Ã	Political
	,			History	Sc	Science	Accc	vunting	i H£	History		Science
	Question	Response	No.	24	No.	24	No.	No.	No.	**	2	7
ø.		Yes	47		15	(62.5)	12	(70.8)	23	(39.0)	F	(37.9)
	in the schedule stands for?	<u>e</u>	59	(37.7)	o	(37.5)	છ	(25.0)	36	(61.0)	18	(62.1)
.~	}				! ! !							
	in the schedule stood	Yes	40	(51.9)	22	(52.2)	13	(54.2)	19	(33.3)	11	(36.7)
	in this course?	0	37	(48.1)	10	(43.5)	-	(41.7)	38	(66.7)	17	(63.3)
φ.	-	0	<b>∞</b>	(10.3)	e	(12.5)	9	(25.0)	110	(8.2)	"	(10.00)
	do you usually watch TV	1-5	38	(48.7)	2	(41.7)	11	(45.8)	20.0	(47.5)	י כ	6.60
	at home?	6-10	11	(14.1)	2		9	(25.0)	16	(26.2%	ع ح	(30.5)
		11-15	7	(0.6)	0	(0.0)	0	6.0	00	(13.1)	, –	
		16-20	O.	(11.5)	0	(0.0)	0	6.0	-	(1.6)	- ا	
		Over 20	'n	( 6.4)		(4.2)	-	(4.2)	8	(3.3)	1 20	36.55
		Mean		1.1		·	9	4	9	•	•	8.5
6	How		23	(30.3)	6	(37.5)	<b>6</b>	(33.3)	19	(31.7)	α	7, 40)
	are you employed for pay?		7	( 9.2)	0	(0.0)	M	8.3)	7	(3,3)	Š	(16.7)
		6-10	so ·	(9.9)	0	(0.0)	~ <b>O</b>	6.0	7	(3,3)	~	(6.7)
		11-15	<b>o</b>	•	0	(0.0)	· <b>-</b> -	(4.2)	4	(6.7)	8	6.9
		16-20	ដ .	(17.1)	~	(8.3)	ຕ	(12.5)	12	(50.0)	4	(13.3)
		25-30	- 0	•	<b>3</b> (	(16.7)	m (	(12.5)	Φ.	(15.0)	9	(20.0)
	c	30	n	•	7 1	(8°3)	<b>N</b> (	(8.3)	4	(6.7)	0	6.0
	,	Š	o	?	`	(28.5)	'n	(20.8)	∞	(13.3)	ന	(10.0)
1		1180V		10	14	0.0	Ā	٠. د	ထိ	o.		11.6
10.	Prior to this semester, have you ever taken a	-										
	'media" type course?	Yes	<b>8</b> 2	(10.3)	9 8	(25.0)	2 6	(8.3)	0.5	(15.0)	4 5	(13.3)
į			2						77	(0.00)	97	(86.7)

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					MEDIA	MEDIA CLASSES				TRADITIONAL	CTACCRC	
					Pol	Political					Politica	14001
			æ	story	+ 80	+ Science	Acco	Accounting	His	History	Sct	Science
	Question	Response	Š	ı	No.	%	No.	~	% %	*	No.	*
11.	II. Do you have a good	Yes	*	(43.6)	2	(20.8)	2	(20.8)	21	(35.0)	7	(23.3)
	"media" type course?	No	\$	(56.4)	19	(79.2)	19	(79.2)	39	(65.0)	23	(76.7)
12.		Traditional	\$	(58.7)	10	(43.5)	12	(52.2)	17	(32.1)		(3.10)
	course, what was your	Media	က	(0.4)	4	(17.4)	က	(13.0)	<u>_</u> ო	(5.7)	<b>,</b> 61	20.30
	general impression about the difficulty of the two approaches?		37	(37.3)	o	(39.1	∞	(34.8)	£	(62.3)	17	(58.6)
13.	How do you feel now about Traditions!	Traditions	7.7	(7) (7)								
		Media	74	(5.3)	م <u>د</u>	(4.5) (47.5)	3 0	(45.5)	17	(34°)	۲.	(25.9)
	approaches?	Same	17	(22.4)	<b>0</b>	(38.1)	) Z	(54.5)	* 65	(58.0)	<b>1</b> 9	(14.8) (59.3)
14.	Before enrolling in this course, how much did won	All Preffy good	-	(1.3)	3	(13.0)	2	(8.7)	-	(1.8)	-	(3.4)
	know about the 'media"	fdee	18	(23.7)	'n	(21.7)	က	(13.0)	13	(22.8)	Y	(7.07)
	type courses?	Vågue	33	(43.4)	4	(17.4)	11	(47.8)	21	(36.8)	15	(51.7)
	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Nothing	24	(31.6)	=======================================	(47.8)	7	(30.4)	22	(38.6)	^	(24.1)

Continued on next page

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Page 6.

TABLE 1 (continued)

				1	00000				
	•		3	SULA SULA	MEDIA CRASSES			TRADITIONAL CLAST 4S	CLAS: 4S
				Pol	Political	,	,		Political
		H	History	SC	Science	Acc	Accounting	History	Science
		No.	2	2	2	ટ્ર	%	No. %	No. %
É									
9	COURSE								
15.	•••	*	(43.6)	7	(8.3)	0	(0.0)		
			•		•		•		
16.	I like the freedom of choosing my								
	own hours	55	(70.5)	17	(70.1)	13	(54.2)		
17.	I felt the 'media" course would		•		•		•		
	help in setting my own pace	47	(60.3)	15	(62.5)	11	(45.8)		
18.			•		,		•		
	interesting	27	(73.1)	20	(83.3)	9	(41.7)		
19.	I felt I could learn better with		•		,				
	a new approach	<b>4</b> 8	(61.5)	20	(83.3)	œ	(33.3)		
20.	I thought the 'media" course		•		•		•		
	would be easter	36	(46.2)	14	(58.3)	œ	(33.3)		
21.	The instructor I wanted was not		,		,		•		
	available in the "traditional"						,		
	course	ឧ	(12.8)	7	(8.3)	7	(8:3)		
22.	The description of the 'media"		•		•				*
	course in the schedule in-								
	trigued me	31	(39.7)	13	(54.2)	00	(11.5)		
23.	I like to try new things	\$	(26.4)	18	(75.0)	13	(54.2)		
24.				<b>)</b>		}			
	before and wanted another one	∞	(10.3)	9	(25.0)	ო	(12.5)		
22.	Other reason(s)	4	( 5.1)	4	(16.7)	7	(8,3)	•	
			•		,			*	

Continued on next page

TABLE 1 (continued)

		2	MEDIA CLASSES		7	IKADITIONAL	AL CL	CLESS
			Political				Pol	Political
		Istory	<b>l</b> ence	ounti	HI	History	Sc	Science
		No. %	No. %	No. %	No.	%	No.	%
<b>(</b> Y)	REASONS FOR CHOOSING "TRADITIONAL" COURSES							
15.	"Traditional" classes were sche-							
	duled at more convenient hours				30	(49.2)	13	(43.3)
16.	Description of "media" classes in							
	scheduling was confusing				11	(18.0)	4	(13.3)
17.	I didn't want the responsibility							
	of arranging hours in the media							
	center				14	(23.0)	00	(26.7)
18.	Instructor I wanted was not avail-						)	
	able in 'media" course				2	(3.3)	7	(13.3)
19.	I didn't really know what a "media"				l		•	
	course was all about so played							
	safe and enrolled in a "tradi-							
	tional" course				56	(42.6)	10	(33,3)
20.	I felt I could learn better							
	through traditional lecture-							
	discussion approach				15	(24.9)	9	(20.0)
21.	Friends warned me against 'media''						1	
	courses				7	(1.6)	-	(3.3)
22.	Media center was not open at				ı		I	
	times convenient to me				7	(11.5)	64	(10.0)
23.	I thought the "traditional" course				•		•	(200
	met my major requirements better							
	than the "media" course				16	(26.2)	9	(20,0)
24.	I'm not self-disciplined enough				İ		)	
	to schedule my own time				7	(11,5)	~	ge C
25.	Other reason(s)				٠,	6	) <b>-</b>	
)					7	3		,

TABLE 1 (continued)

27. Write in: History 13 can be used to meet the same graduation and transfer requirements as Hist. 12.  True  Ralse  Don't know  know, which of the 2 following what you now 1 know, which of the 2 following would you 3 choose for this course? 4 5 (1st choice) 5	History No. 2  No. 2  No. 4  ( 6.3)  ( 1.6)  ( 6.3)  ( 1.6)  ( 6.3)  ( 6.3)  ( 6.3)  ( 6.3)  ( 6.3)  ( 6.3)  ( 6.3)	No. Sci. No. 14 14 25 25 25 25 25 25 25 25 25 25 25 25 25	Political Science No. 7  No. 7  No. 7  8 (36.4) 0 (0.0) 14 (63.6) 3 (15.0) 4 (20.0) 5 (25.0) 7 (35.0) 1 (5.0)	ACC. 14 14 14 14 14 14 14 14 14 14 14 14 14	8   1		(40.0) (40.0) (8.8)		Political Science O. % O. (24.0) 2 (8.0) 7 (68.0)
Write in: History 13 can be used to meet the same graduation and transfer requirements as Hist. 12.  True  False  Don't know  Knowing what you now 1 know, which of the 2 following would you 3 choose for this course? 4 (lst choice) 5  (2nd choice) 1		No . 80 4 1 14 0 0 0 1 1 0 0 1 1 0 0 1 1 0 1 1 1 1	(36.4) (63.6) (63.6) (15.0) (25.0) (35.0) (5.0)	A60 14 44 14 14 14 14 14 14 14 14 14 14 14 1	8   :	H18t No. 23 (5 C 29 C 29 C 21 C 21 C 21 C 21 C 21 C 21	40.0)	No. 17	(24.0) (8.0)
Write in: History 13 can be used to meet the same graduation and transfer requirements as Hist. 12.  True  True  False  Don't know  Knowing what you now know, which of the 2 following would you 3 choose for this course? 4 (lst choice) 5 7  (2nd choice) 1		. 80 44 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	(36.4) (0.0) (63.6) (15.0) (25.0) (35.0) (5.0)	444 ยา จ ย ผ	ł :	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	40.0) 8.8)	2 2 2	(24.0) (8.0)
True False Don't know Knowing what you now 1 know, which of the 2 following would you 3 choose for this course? 4 (lst choice) 5 (lat choice) 6 7		804 64 60 6	(36.4) (63.6) (63.6) (15.0) (25.0) (35.0) (5.0)	444 644	(10.0) (10.0) (70.0) (16.7) (5.6) (33.3)		40.0)	22 72 8	(24.0) (8.0) (68.0)
Knowing what you now 1 know, which of the 2 following would you 3 choose for this course? 4 (lst choice) 5 6		150 100 100 100 100 100 100 100 100 100	(63.6) (15.0) (25.0) (35.0) (5.0)	24 ELOUS	(10.0) (70.0) (16.7) (5.6) (33.3)		8.8	27.	(0.89)
Knowing what you now 1 know, which of the 2 following would you 3 choose for this course? 4 (lst choice) 5  (2nd choice) 1		4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	(35.0) (5.0) (35.0) (5.0) (5.0)	15 20 20 20 20 20 20 20 20 20 20 20 20 20	(70.0) (16.7) (5.6) (33.3)	•	(a C)	17	(68.0)
Knowing what you now 1 know, which of the 2 following would you 3 choose for this course? 4 (lst choice) 5  (2nd choice) 1		845701	(15.0) (25.0) (35.0) ( 5.0)	en – 6 en en	(16.7) (33.3) (31.3)		16.00	2	,
the 2 you 3 course? 4 6 7		45000	(20.0) (25.0) (35.0) (5.0)	- v m a	(33.3)		(39.6)	•	(8.8)
you 3 course? 4 5 6 7	<b>-</b>	2 6 0 1	(25.0) (35.0) ( 0.0) ( 5.0)	9 8 8	(33.3)		(18.9)	"	20.50
his course? 4 6 6 7 7	<b></b>	<b>7</b> 01	(35.0) ( 0.0) ( 5.0)	m ~	(16.7)		(13.2)	9	(16.2)
6 7 1		0 7	6.0° 6.0° 6.0°	~	ー こ・シャン	Б	17.0)	ο.	(37.5)
7 1 2	<u> </u>	<b>,</b>	( 2.0)	•	(11.1)		3.8	ന	(12.5)
1	•			7	(11.1)		1.9)	~	(8.3)
1 6	(0.0)	0	(0.0)	-	( 2.6)	П	5.7	-	(4.2)
	0 (0.00)		(0.05)	7	(0.123	•	(0:16)	c	(0 0)
7 (		٠,	(0.25)	ო	(0.19)	22	(2,4)	0	
	2		(0.25)	4	(0.25)		7.12)	10	(0.26)
<b>7 2</b>	(12		(0.10)	9	(0.38)		0.08)	ø	(0,32)
	10 (25.4)		(0.15)	0	(0.0)		(0.10)	4	(0.21)
	87) (87)		0.15)	-	(90.0)		(0.08)	ന	(0.16)
	4 ( 6.3)	-	(0.05)	0	(0.0)		0.02)	-	(0.02)
(3rd choice)	<u> </u>	•	(0.10)	4	(0.29)	0) 6	18)	-	(90 0)
N 6	£	m	(0.15)	-		4		1 67	(61.0)
	(21.3)		0.10)	~	(0.14)			•	(61.0)
	<b>4</b>		0.25)	-	(0.0)	9		) (r	(61.0)
~ ·	16 (26.2)	_	0.20)	4	(0.29)	9	.12)	ဖ	(0.37)
• •••••	<b>ž</b> :	_	0.05)	<b>,</b>	(0.03)	9 0.0	(90.	-	(0.00)
	(11.5)	•	0.15)	-	(0.0)		<b>ક</b>	7	(0.13)

TABLE 2 - Ranking of Reasons for Selecting "Media"

Course

Page 9.

			R A N	K	
		History	Poli.Sci.	Accounting	•
		13	1	1	Total
No.	Reason	(N = 78)	(N=24)	(N = 26)	(N = 126)
18.	The 'media' course				
	sounded more in-			1	
	teresting	1	1.5	4	1
16.					
-	choosing my own hours	2	4	1	2
19.					
	better with a new				
	approach	3	1.5	5	3
23.		_			
•	things	5	3	2	4
17.		, •			
	course would help in				
	setting my own pace	4	5	3	5
20.		•			_
_ • •	course would be easier	6	6	6	6
22.		•			
,	"media"course in the				
	schedule intrigued me	8	7	7	7
15.	Friends advised me to	Ū	•		1
	choose a "media" course	. 7	10	11	8
24.	•	•		1	1
_,,	course before and wante	ð			
	another	10	8	8	9
21.			"		1
	was not available in th				
	"traditional" course	9	11	9	10
25.		11	9	10	ii

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TABLE 3 - Ranking of Reasons for Choosing "Traditional" Course

		R A	N K	
		History 12	Poli.Sci.	Total
No.	Reason	(N='	(N=30)	(N=91)
15	"Traditional" classes were sche-			
19.	duled at more convenient time	1	1	1
19	I didn't really know what a	1	•	1 -
	"media" course was all about so			
	played safe and enrolled in a			j
	"traditional" course	2	2	2
17.	I didn't want the responsibility	-	-	_
_,,	of arranging hours in the media			
	center	5	3	3
23.	I thought the "traditional" course		)	
	met my major requirements better			l
	than the "media" course	3 !	5	4
20.	I felt I could learn better through	<b>J</b> :		1
	traditional lecture-discussion			
	approach	4	4	5
16.	Description of 'media' classes in		1	
	schedule was confusing	6	6	6
22.	Media center was not open at times			
•	convenient to me	7	8	7
24.	I'm not self-disciplined enough			1
_ • •	to schedule my own time	8	9	8
18.	Instructor I wanted was not avail-			
•	able in "media" coursel	10	7	9
25.	Other reason.(s)	9	11	10
	Friends warned me against "media"			
-	course	11	10	11

# TABLE 4 - 'Most Important" Reasons: History (Write-in, #26)

IN. 25   NO (MORE SO THAN TRADITIONAL)   20  Seemed Interesting   20  (and fun   2)  (for studying a difficult & disliked subject. 2)  Sounded like fun class (or enjoyable)   2  Interested in media and course sounded interesting   1  Not interested in history hoped new approach would make it more interesting and it did.   1  History 13 sounded more interesting than others offered.   1  Thought media type course would eliminate the boredom of traditional classes.   1  Hard to concentrate in traditional unless lecturer is dynamic.   1  Daydream in lectures thought film strips would overcome this habit.   1  Five classes a day of lecture are boring.   1  Not as boring as all lecture classes.   5  BOURS   1  Fit schedule   9  Freedom to schedule own hours   4  Flexible scheduling.   5  Only have to sit in class   hour at a time.   1  RFOURED COURSE   1  Fulfills requirements   9  (learned History 13 would fulfill same requirement as History 11 and History 12.   1)  Need to get three transferable units to UCIA.   1  Need for graduation or transfer   5  Need for graduation or transfer   1  LEARN(ED) MORE (OR BETTER)   1  LEARN HEAD   1  Learn better than traditional and get better grades   1  Audio-visual great sid to learning   1  Learn more in media center (TV and film) than lecture   2  Allows for correlation of material being learned   1  Learned and appreciated more about History   1  Media type helped to retain first lesson so did not find it mecessary to study for final examination   1  Learned at own pace   2	O.MENTS	
(and fun	IN. AN INC OMOR CO THAN TO ADVITANTANTANTANTANTANTANTANTANTANTANTANTANT	Total
(and fun	Seemed interesting	20
Sounded like fun class (or enjoyable) 2 Interested in media and course sounded interesting. 1 Not interested in history hoped new approach would make it more interesting and it did. 1 History 13 sounded more interesting than others offered. 1 Thought media type course would eliminate the boredom of traditional classes. 1 Hard to concentrate in traditional unless lecturer is dynamic 1 Daydream in lectures thought film strips would overcome this habit. 1 Five classes a day of lecture are boring. 1 Not as boring as all lecture classes. 5 HOURS 1 Fit schedule 9 Freedom to schedule own hours 9 Freedom to schedule own hours 9 Freedom to schedule own hours 5 Only have to sit in class 1 hour at a time 1 REQUIRED COURSE 1 Fulfills requirements 9 (learned History 13 would fulfill same requirement as History 11 and History 12. 1) Need to get three transferable units to UCIA 1 Need for graduation or transfer 5 Need for G.I. benefits 1 ILARN(ED) MORE (OR BETTIER) 1 Slow learner can learn at own speed. 2 Impossible to filmk course take notes like and when you want nothing is left out if you take notes you know the lesson 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn better than traditional and get better grades 1 Anticipated learning plenty from it 1 Audio-visual great aid to learning 1 Learn more in media center (TV and film) than lecture 2 Allows for correlation of material being learned 1 Learned and appreciated more about History 1 Media type helped to retain first lesson so did not find it necessary to study for film learned film to find it necessary to study for film learned film to find it necessary to study for film learned film to film did the company film than lecture 2 Media type helped to retain first lesson so did not find it necessary to study for film learned film to film did to company film than lecture 2 Media type helped to retain first lesson so did not film than lecture 2	and ancorescing	
Interested in media and course sounded interesting. 1 Not interested in history hoped new approach would make it more interesting and it did. 1 History 13 sounded more interesting than others offered. 1 Thought media type course would eliminate the boredom of traditional classes. 1 Hard to concentrate in traditional unless lecturer is dynamic 1 Daydresm in lectures thought film strips would overcome this habit. 1 Five classes a day of lecture are boring. 1 Not as boring as all lecture classes. 5 HOURS 1 Fit schedule 9 Freedom to schedule own hours. 9 Freschedule Secheduling. 5 Only have to sit in class 1 hour at a time. 1 RMOURED COURSE Pulfills requirements 9 (learned History 13 would fulfill same requirement as History 11 and History 12. 1) Need to get three transferable units to UCLA 1 Need for G.I. benefits. 5 Need for G.I. benefits. 5 Slow learner can learn at own speed. 2 Impossible to flunk course take notes like and when you want nothing is left out if you take notes you know the lesson 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn more in media center (TV and film) than lecture 2 Allows for correlation of material being learned 1 Learned and appreciated more about History. 1 Media type helped to retain first lesson so did not find it necessary to study for film learned and film than lecture 1 Media type helped to retain first lesson so did not find it necessary to study for film learned and film film than lecture 1 Media type helped to retain first lesson so did not find it necessary to study for film learned and film film than lecture 1 Media type helped to retain first lesson so did not find it necessary to study for film learned and film film than lecture 1 Media type helped to retain first lesson so did not film film than lecture 1 Media type helped to retain first lesson so did not film fi	(for aboliting 1100)	
Interested in media and course sounded interesting. 1 Not interested in history hoped new approach would make it more interesting and it did. 1 History 13 sounded more interesting than others offered. 1 Thought media type course would eliminate the boredom of traditional classes. 1 Hard to concentrate in traditional unless lecturer is dynamic 1 Daydresm in lectures thought film strips would overcome this habit. 1 Five classes a day of lecture are boring. 1 Not as boring as all lecture classes. 5 HOURS 1 Fit schedule 9 Freedom to schedule own hours. 9 Freschedule Secheduling. 5 Only have to sit in class 1 hour at a time. 1 RMOURED COURSE Pulfills requirements 9 (learned History 13 would fulfill same requirement as History 11 and History 12. 1) Need to get three transferable units to UCLA 1 Need for G.I. benefits. 5 Need for G.I. benefits. 5 Slow learner can learn at own speed. 2 Impossible to flunk course take notes like and when you want nothing is left out if you take notes you know the lesson 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn better without M W F deadline pressure 1 Learn more in media center (TV and film) than lecture 2 Allows for correlation of material being learned 1 Learned and appreciated more about History. 1 Media type helped to retain first lesson so did not find it necessary to study for film learned and film than lecture 1 Media type helped to retain first lesson so did not find it necessary to study for film learned and film film than lecture 1 Media type helped to retain first lesson so did not find it necessary to study for film learned and film film than lecture 1 Media type helped to retain first lesson so did not find it necessary to study for film learned and film film than lecture 1 Media type helped to retain first lesson so did not film film than lecture 1 Media type helped to retain first lesson so did not film fi	(for studying a difficult & disliked subject2)	
Not interested in media and course sounded interesting	Sounded like run class (or enjoyable)	
make it more interesting and it did	interested in media and course sounded interesting	
Mistory 13 sounded more interesting than others offered.  Thought media type course would eliminate the boredom of traditional classes.  Hard to concentrate in traditional unless lecturer is dynamic.  Daydream in lectures thought film strips would overcome this habit.  Five classes a day of lecture are boring.  Not as boring as all lecture classes.  Fit schedule 9 19  Freedom to schedule own hours.  Flerible scheduling.  Only have to sit in class 1 hour at a time.  Fulfills requirements 9 16  (learned History 13 would fulfill same requirement as History 11 and History 121)  Need to get three transferable units to UCLA.  Need for graduation or transfer.  Need for G.I. benefits.  1  LEARN(ED) MORE (OR BETTER)  Slow learner can learn at own speed.  Learn better without M W F deadline pressure.  Learn better without M W F deadline pressure.  1 Learn better than traditional and get better grades.  1 Learn better in media center (TV and film) than lecture.  2 Allows for correlation of material being learned.  1 Learned and appreciated more about History.  1 Media type helped to retain first lesson so did not find it necessary to study for find to the stream of the stream of the stream of the stripe for the stream of the stream o	not interested in history hoped new approach regula	
Thought media type course would eliminate the boredom of traditional classes	make it more interesting and it did	
traditional classes	mistory is sounded more interesting than others offered 1	
Hard to concentrate in traditional unless lecturer is dynamic	THOUGHT MEGIA TYPE COURSE Would eliminate the haradam of	
dynamic	traditional classes.	
Daydresm in lectures thought film strips would overcome this habit	mard to concentrate in traditional unless lecturer fe	
come this habit	dynamic	
Five classes a day of lecture are boring. 1 Not as boring as all lecture classes. 5  HOURS	Daydream in lectures thought film string sould amon	
Not as boring as all lecture classes. 5  HOURS	come this habit	
Fit schedule	Five classes a day of lecture are horizon	
Firedom to schedule own hours	Not as boring as all lecture alegae	
Freedom to schedule own hours	HOURS	
Flexible scheduling	Fit schedule	19
Only have to sit in class 1 hour at a time	Freedom to schodule orm house	
REQUIRED COURSE  Fulfills requirements  (learned History 13 would fulfill same requirement as History 11 and History 121)  Need to get three transferable units to UCIA	Flexible scheduling	
Fulfills requirements	Only have to add do along the	
(learned History 13 would fulfill same requirement as History 11 and History 12	only have to sit in class I hour of a fime	
(learned History 13 would fulfill same requirement as History 11 and History 12	Pulfilla maguinements	16
ment as History 11 and History 12	rodurrements	
Need for graduation or transfer	(learned history is would fulfill same require-	
Need for G.I. benefits. 1  LEARN(ED) MORE (OR BETTER) . 14  Slow learner can learn at own speed. 2  Impossible to flumk course take notes like and when you want nothing is left out if you take notes you know the lesson	ment as history 11 and History 12 1)	
Need for G.I. benefits	Need to get three transferable units to UCIA	
ILEARN(ED) MORE (OR BETTER).  Slow learner can learn at own speed.  Impossible to flunk course take notes like and when you want nothing is left out if you take notes you know the lesson	Need for graduation of transfer	
Slow learner can learn at own speed. 2 Impossible to flunk course take notes like and when you want nothing is left out if you take notes you know the lesson	NEEU LOT G.1. Deneiles	
Impossible to flunk course take notes like and when you want nothing is left out if you take notes you know the lesson	HARM(ED) MORE (OR BETTER)	14
you want nothing is left out if you take notes you know the lesson	can learn at own speed	14
you know the lesson  Learn better without M W F deadline pressure  Learn better than traditional and get better grades  Anticipated learning plenty from it.  Audio-visual great aid to learning.  Learn more in media center (TV and film) than lecture.  Allows for correlation of material being learned.  Learned and appreciated more about History.  Media type helped to retain first lesson so did not  find it necessary to study for final eventuation.	impossible to flunk course take notes like and when	
Learn better without M W F deadline pressure	you want nothing is left out if you take notes	
Learn better than traditional and get better grades	you know the lesson	
Anticipated learning plenty from it	Decret Without M M k deadline was some	
Audio-visual great aid to learning	Learn better than traditional and get better and	
Learn more in media center (TV and film) than lecture	Anticipated learning planty from 4	
Allows for correlation of material being learned 1 Learned and appreciated more about History	Audio-visual great aid to learning	
Learned and appreciated more about History	Learn more in media center (TV and 541-) Atom to	
Media type helped to retain first lesson so did not find it necessary to study for final eventuation	Allows for correlation of managed body. 2	
find it necessary to study for final eventuation	Learned and appreciated more shows the same dearned 1	
TIM IL NECESSATY EO REIIdy for final avaniantion	Media type helped to more about History	
Learned at own pace	find it recognize to retain first lesson so did not	
ACALIDA AL OWI PACE	Learned at an acceptance of study for final examination 1	
	2	

Continued on next page



COMMENTS	Total
NBW	. 9
Wanted to try a new thing or a different approach 8	
Wanted to sample the type of course he views as a pre-	
dominant educational tool of the future 1	
(NSTRUCTOR	. 6
Friend said teacher had a good sense of humor 1	
Was recommended by a friend	
Wanted that particular instructor 2	
Liked the teacher 1	
Teacher made the course interesting	
URRENT HISTORY COURSE	5
Wanted a recent US History course	••
(not History of 100 or so years ago)	
RECOMMENDED	. 4
By friend(s)	. 4
Ry America	
By counselor	
ASY	4
Easier than traditional	
Felt it would make History easier to grasp (always had	
difficulty fitting dates and events into a related	
whole picture of history)	
Teacher said it was easy 1	
Traditional class is frightening 1	
TUDENT RESPONSIBLE	2
Everything "I" miss is 'my" fault	
Chose for self what I wanted to do 1	
UBJECT MATTER	2
Love History 1	•••
Interesting topic 1	
IS CELLANEOUS	3
No reason took History 13 instead of History 12 1	•• •
Neither method is superior	
Best class of the semester	

<sup>\*</sup> some students indicated more than one reason

# TABLE 5 - 'Most Important" Reasons: Political Science Media (write-in #26)

COMMENTS	Total
HOURS	5
(flexible scheduling)	
(although "TBA" was 2 hours not one(1)	
(thought lecture, discussion and research would be combined in media type "little Jid I know"(1)	
NEW	. 5
Wanted to try new approach4	
(but media needs straightening out to be	
more helpful(1)	
(Did poorly with traditional(1)	
Freshness of varied multi-media course better than	
uni-media course despite ungainly hours	5
LEARN MORE (OR BETTER)	•• •
Learn at own pace	
Cover more areas in politics with better understanding 1	
Get better understanding of our government in discussion	
group 1	
PAST MEDIA EXPERIENCE	. 4
Has working experience and career goal in media field	
so feels close to media approach 1	
Has been educated by the media for years so finds easy	
adjustment to media method in school	
Experienced success in History 13 media class 2  (expected same success in Political Science(%)	
INTERESTING	. 2
Provides a varied approach	• -
. Thought "media" would be more stimulating due to its	
variety 1	
REQUIRED COURSE (for graduation, etc.)	. 2
	•
<u>EASTER</u>	1
dura arrana AAA MARA	1
SUBJECT MATTER (Wanted an interesting class so chose Political Science)	-
CURIOSITY	. 1
CONTROLLI	• -
FACILITIES	. 1
•	
AVAILABILITY OF CLASSES	. 1
Total responses	28



# TABLE 6 - 'Most Important" Reasons: Accounting Media (Write-in, #26)

CCMMENTS	Total
TSUNDERSTANDING	5
Didn't know meaning of "TRA" 4	•
Thought it was a lecture and discussion class 1	
<u>lours</u>	4
Convenient 3	
Nice to have 4 instead of 5 hours	
NSTRUCTOR	<i>/</i> 4
Wanted that particular instructor	**********
Had a lousy Accounting 1 teacher in the evening 1	
Total and a control and and a contract to the	
EW	•
Wanted to try something new	3
Wanted to particip te in self-paced learning	
New way of learning review of material	
and any or regrands as regress or marterial	
VATIARTITTY OF THE STACE	_
VAILABILITY OF THE CLASS	2
PADN MODE (OD DENIMO)	
BARN MORE (OR BETTER)	1
Media improves understanding outlines subject	
ATTED DO MY NA	
NTERESTING	1
(more so than traditional)	
UBSTITUTE	1
(for first choice class)	
(101 11130 Choice Class)	



### TABLE 7 - "Most Important" Reasons: History Traditional (Write-in, #26)

CONNENTC	Tota1
HOURS	
Fit schedule	
(although traditional classes are fantastically boring (1)	
Had no other choice	
REQUIRED COURSE	11
(to fulfill major, or transfer, or graduation requirements)	
UNAWARE OF OPTIONS	. 6
Didn't know of media class	••
(until too late would prefer it likes new	
things (1) Didn't know could make a choice 2	
INSTRUCTOR	5
Heard the instructor was good	
The instructor makes the course interesting and	
appealing 1	
LEARN(EI) MORE (OR BETTER)	2
Learn better by writing	
Media would be good with a good instructor, otherwise	
Media would be good with a good instructor, otherwise	
more is gained from personalized class lecture 1 INTERESTING (ENJOYABLE)	2
INTERESTING (ENJOYABLE)	•• 4
Thought it would be more interesting	
Enjoy lecture and discussion better than viewing film:	
strips alone; enjoy interpersonal activity of lecture	
and discussion class 1	4
SUBJECT MATTER	••• 7
Chose History 11 and History 12 because had some know-	
ledge of subject in high school and thought this would	
compensate for being a poor reader	
Wanted to broaden knowledge of History had History 11	
and wanted to follow it with History 12	
Already had History 13 wanted History 12 1	
Likes History 1	3
EASIER	•••
Thought traditional would be easier	
Afraid of new program (media) 1	1
BETTER COMMUNICATION	•••
MISCELLANEOUS	9
Wanted to try something new	
No choice made	
Took conservative approach media offered nothing in	
his field 1	
Indifferent 1	
Doesn't matter although dislikes a lot of reading	
can't take notes if lecture is interesting 1	
Didn't want to watch films 1	
Lacked self-discipline 1	
Total responses	<b>57</b>
\(\frac{1}{2}\)	



## TABLE 8 - "Most Important" Reasons: Political Science Traditional (write-in #26)

COMMENTS	Total
HOURS	8
(set hours more convenient(1) INSTRUCTOR	. 4
Enjoyed teacher and his teaching methods (previously enrolled in his class)	•
EASIER (OR SAFER)  Media new traditions seemed safer  Afraid media wouldn't be easy  Afraid to try something unknown might be more work  Lecture is definite source of information media de-	. 4
pends on student's ability to recognize information 1  CHANCE  Few classes left at registration took leftovers 1  Didn't know type of class was taking 1	. 4
Too rushed at registration to check into a media class 1  Could care less as long as class is interesting so  won't fall asleep from boredom	2
Was what student really wanted	. 2
with a lecture class the teacher has the degree, not the student	1
INTERESTING  Traditional courses sounded appealing when mentioned and advised of History requirement by counselor  MISCELLANEOUS  Wanted to try a new approach	. 1
Media reinforced traditional learning	30



TABLE 9 - Weighted Rankings of Choices of Instructional
Mode (Question #28)
(Weight: 1st choice 5, second choice 3, third
choice 1)

A11 Trad.		84	4	m	55	ø	7
A11 Media	vs	4	~	-	m	Ŋ	7
Poli.Sci. Trad.	φ	۱'n	8	H	m	4	7
History Trad.	H	. 71	m	4	ห	61	7
Acctg. Media	n	4	F	8	'n	v	7
Poli.Sci. Media	4	ന	7	H	vo	ហ	7
History Media	7	4	in	⊗ ⊷	6	ო	9
CHOICE	(1) Three (5)* lecture hours	Two (3) lecture hours, one (2) small discussion sections	Two (3) lecture hours, one (2) hours to be arranged in media center	One (2) lecture hours, one discussion section, one (2) hours TBA in media center	One (2) lecture hours, two (3) hours TBA in media center	No lecture, one (2) discussion sections, two (3) hours TBA in media center	Entire course to be taught via media
	3	(2)	3	(4)	3	9	3

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\*numbers in parentheses refer to Accounting class

#### SUMMARY AND CONCLUSIONS

This study attempts to identify factors affecting choices of institutional methodologies. More specifically, it was designed to provide some insights into reasons for enrollments below expectations in three courses, offered in Spring 1973, using a format which included a requirement that the student arrange and spend time in the media center viewing and listening to audio-visual materials.

Because of sever. factors contaminating the study, the conclusions stated below should be looked upon as observations or hypotheses for further study. Nevertheless, it is hoped that some information is provided that will be helpful in future scheduling of "Media-oriented" courses. Following, then, are some conclusions from the data:

- (1) Schedule descriptions clearly need revisions. Over half of the students did not know what TBA meant at the time of enrollment, with nearly half not knowing at the time of completing the questionnaire. Four of five students in History 12 indicated "no opinion" when asked if they found the media class description attractive, apparent indicating many of them were not aware of the class's existence. Nearly two-thirds of the Accounting and over half of the Political Science "media" students found the schedule descriptions either"a little" or "very"confusing.
- (2) little differences in TV viewing habits or hours of employment can be seen between students in "media" classes and those in "traditional" classes. Students average 6-8 hours per week watching TV and about two-thirds of them are employed, averaging about 15 hours per week.
- (3) Only about one student in ten had ever taken a "media" course before, and about a third had a friend who had taken one.



### SUMMARY AND CONCLUSIONS (continued)

- (4) Before taking the course, about one-third of the "media" students and two-thirds of the "traditional" students thought the two approaches were of about equal difficulty. In both groups, those who saw a difference thought the "traditional" to be more difficult. In responding to the same question at the time of completing the questionnaire (almost the end of the semester), the percentages indicating equal difficulty changed little. Although numbers are small, it appears that the Political Science "media" students who indicated a difference reversed their thinking and indicated the "media" course to be more difficult than the "traditional," a fact not observed in the other two "media" classes.
- (5) Nearly three quarters of the students (in all classes) indicated their knowledge of "media" courses before enrollment to be vague or non-existent.
- (6) Three-fourths of the students enrolled in History 13 were aware that it could be used to meet the same graduation and transfer requirements as History 12. Only about one-third of the other students were so aware.
- (7) Major reasons for choosing the "media" class seemed to be that it promised to be more interesting, permitted freedom in choosing hours, and offered hope of better learning. Major reasons for choosing the "traditional" class were more conveniently scheduled hours and an apparent lack of information about the "media" class, with a resultant caution about trying it.
- (8) When asked to indicate preferences as to instructional mode based on what they now know, students generally tended to indicate the mode they were enrolled in. Of seven choices, students in "traditional" History rated "three lecture hours" first, students in "media" History rated it last. However, students in Political Science "media" classes rated the three lecture hour approach fourth and those in "traditional" Political Science rated it sixth. Although there is some confusion in preference regarding the allocation of lecture, discussion, and media hours all students clearly reject the concept that the entire course be taught via media.



In summary, it appears that there is much confusion in students' minds as to what a "media" course really is, that the schedule descriptions did little to clear this confusion, that the equivalency of History 12 and 13 is not understood, and that, once exposed to a "media" course, students generally think it a valuable mode of instruction but would strongly resist a "media only" course.

\* \* \* \* \* \* \* \* \* \* \* \* \* \*



7	TO THE STUDENT:
	In order to plan effectively for the future, we need some information which
	only you can supply.
	This semester you enrolled in a course which offered two options: (A) the
	traditional lecture-discussion approach, and (B) a new approach using in- dividualized instruction through various media such as tapes, TV, films,
	and filmstrips. We need to know why you made the choice you made when
	you enrolled and what you now think about the two approaches.
	Will you please respond to the following questions as honestly and as com-
	pletely as you can. You need not identify yourself.
1.	$\overline{(1)}$ $\overline{(2)}$
2.	Your age: 17 18 19 20 21-25 26-30 over 30 (7)
	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$
3.	What grade do you think you are earning (as of now) in this course?
	$\begin{array}{cccccccccccccccccccccccccccccccccccc$
	(1) (2) (3) (4) (5)
4.	When you looked at the class schedule to decide which class to take, did
	you find the description of the "media" course attractive?
	yes, the course sounded great(1)
	no, it was frightening (2)
_	I didn't react one way or the other(3)
5.	Did you find the description of the "media" course confusing?
	very confusing a little confusing no, not confusing (3)
6.	Do you know what "TBA" in the schedule stands for? yes no
•	(1) (2)
7.	Did you know what "TBA" in the schedule stood for when you enrolled in this
	course? yes no (2)
	(1) (2)
8.	How many hours per week do you usually watch TV at home?
	none $(1)$ $(2)$ $(3)$ $(4)$ $(5)$ over $(6)$
	(1) (2) (3) (4) (5) (6)
9.	How many hours per week are you employed for pay?
	none1-56-1011-15
	none $\frac{1-5}{(1)}$ $\frac{6-10}{(2)}$ $\frac{11-15}{(4)}$ $\frac{16-20}{(5)}$ $\frac{21-25}{(6)}$ $\frac{26-30}{(7)}$ over $\frac{30}{(8)}$
10.	Prior to this semester, have you ever taken a "media" type course?
	yes no
	yesno
11.	Do you have a good friend who has taken a "media" type course?
	yes no (2)
12.	Before enrolling in this course, what was your general impression about the difficulty of the two approaches?
	"traditional" course more difficult "media" course more difficult (2)
	about the same difficulty
	(3)
	\-/

Please turn to page 2

Section #:

'MEDIA-ORIENTED" CLASS SURVEY, SPRING 1973

13. How do you feel now about the diffi	iculty of the two approaches?
•	"media" course more difficult
	$(1) \qquad (2)$
about the same	difficulty(3)
14. Before enrolling in this course, he	ow much did you know about the "media"
type courses? knew all about the	
	i idea about them (2)
knew vaguely of the knew nothing at a	all about them(4)
	<del></del>
Please check below any (as many as apply	y) reasons which influenced your choice
in selecting this class. PLEASE ANSWER upon which pertains to you.	-A OK B ONLI (NOI BOIN), depending
(A) Reasons for choosing "traditional"	(B) Reasons for choosing "media
course	course
15. "Traditional" classes were sche-	15. Friends advised me to choose a
duled at more convenient hours	"media" course
16. Description of 'media' classes	16 I like the freedom of choosing
in scheduling was confusing	my own hours
17 I didn't want the responsibility of arranging hours in the media	17 I felt the "media" course would help in setting my own pace
center	Help III occerng my own page
18 Instructor I wanted was not	18 The 'media" course sounded more
available in 'media' course	interesting
19. I didn't really know what a	19. I felt I could learn better
"media" course was all about so played safe and enrolled in a	with a new approach
"tradition, course	
20. I felt I could learn better	20 I thought the "media" course
through traditional lecture-	would be easier
discussion approach	01 Min to the country Toronto I made made
21. Friends warned me against "media" courses	21. The instructor I wanted was not available in the "traditional"
courses	course in the traditional
22. Media center was ot open at	22 The description of the "media"
times convenient to me	course in the schedule intrigued
00 w 41 1 1 - 1 - 1 - 1 1 1 1 1 1 1	me
23. I thought the "traditional" course met my major require-	23 I like to try new things
ments better than the 'media'	
course	
24 I'm not self-disciplined enough	24 I had a "media" type course
to schedule my own time	before and wanted another
25 Other regson (s)	25 Other reason (s):
<del></del>	
<b>.</b>	

### EVERYONE PLEASE ANSWER THE REMAINING QUESTIONS

	mark true or false: History 13 can be used to meet the same tion and transfer requirements as History 12.
	True Palse Don't know
for the etc., a	g what you now know, which of the following would you choose is course? (Assume other factors such as instructor, hours, are the same). Place a 1 beside your first choice, a beside your second choice, and a 3 beside your third choice.
(1) _	three lecture hours
(2)	two lecture hours, one small discussion section
(3) _	two lecture hours, one hour to be arranged in the media center
(4)	one lecture hour, one small discussion section, one hour to be arranged in the media center
(5) _	one lecture hour, two hours to be arranged in the media center
	no lecture, one small discussion section, two hours to be
(6)	arranged in the media center

JUL 7 1973

LOS ANGELES



